

All events take place at the Hilton San Francisco Union Square unless otherwise noted. The full list of speakers and any schedule updates are available online at [wcsfp.com](http://wcsfp.com) or through the WCSFP app.

## TUESDAY, NOVEMBER 28

2:00 PM–6:00 PM .....

### Registration & Information Desk Open

2:00 PM .....

### Editorial Committee On-Site Nominations Open

On-site nominations for the Editorial Committee can be submitted at the Registration and Information Desk beginning Tuesday, November 28, at 2:00 p.m. Nominations can be submitted until 6:00 p.m. on Wednesday, November 29. Nomination forms are available at the Registration & Information Desk; completed forms must be submitted to the box provided.

## WEDNESDAY, NOVEMBER 29

8:00 AM–6:00 PM .....

### Registration & Information Desk Open

8:00 AM–5:00 PM .....

### Innovation Expo & Member Lounge Open

ROOM: CONTINENTAL 5

The Innovation Expo features interactive exhibits, live demos and displays. For booth details and map, see insert.

9:15 AM–10:15 AM .....

### Getting to Know You

ROOM: CONTINENTAL 9

Calling all Congress first-timers! This is your chance to meet broadcasters, producers and distributors, hear success stories from past events, and learn valuable tips, tricks and tactics for making the most of the WCSFP. It will also be an opportunity for regular delegates from traditional TV to make contact with digital content companies and digital specialists.

SESSION PRODUCER

**Clare Birks**, CEO, Oxford Scientific Films (UK)

MODERATOR

**Jennifer Cummins**, Principal, Heiress Films (Australia)

9:30 AM–11:00 AM .....

### The Ideas Salon: Technology of Tomorrow

ROOM: CONTINENTAL 7

We all know that great productions are born from impassioned conversations. Pioneers at the cutting edge of some of the hottest topics in technology today will share the latest buzz in their respective fields. You are invited to join them in round-table discussions hosted by the presenters and producers of some of the world's top science programs. Don't miss this unique opportunity to stay ahead of the game. Sparks will fly, thoughts will run wild and the next big productions will be born.

SESSION PRODUCER

**Maia Krall Fry**, Producer, Windfall Films (UK)

10:15 AM–11:00 AM .....

### One Strange Rock: The Intersection of Hollywood and Science

ROOM: CONTINENTAL 4

As more Hollywood filmmakers migrate to television, how can documentary producers utilize this talent to reimagine factual programming? With the upcoming global event series, *One Strange Rock*, National Geographic is partnering with Darren Aronofsky's Protozoa Pictures (*Mother, Requiem for a Dream*) and Jane Root's Nutopia (*America: The Story of Us, The 80s*) to tell the amazing story of our planet through the only people to have ever left it: astronauts. Hear directly from the creatives behind the series as they discuss how it happened, and how they reimagined a scientific spine with unique storytelling devices and a Hollywood vision to unpack the science behind the complexities of our planet. The result: an epic series that is entertaining, fun and provocative. Drawing on the staggering extreme locations, creatures, people and cosmic events that make our planet so special and rare, *One Strange Rock* will lead viewers to realize "there's no place like home."

SESSION PRODUCER

**Simon Willgoss**, Head of Development, Nutopia (UK)

10:15 AM–11:00 AM .....

### Digital Partnership Exchange

ROOM: CONTINENTAL 9

The Digital Partnership Exchange connects digital content producers and digital specialists with traditional television producers and broadcasters in the science, history and factual programming space. You will have the opportunity to meet with over a dozen different companies to begin building working relationships with. Program participants will be supported in connecting with broadcasters and producers during the session.

SESSION PRODUCER

**Mark Greenspan**, Founder, The Digital Growth Lab (Canada)

11:00 AM–11:30 AM .....

### Coffee Break

## SCHEDULE OF EVENTS

**11:30 AM–12:30 PM .....**

### Learning from Silicon Valley: How to Boost Your Creativity

ROOM: CONTINENTAL 4

Silicon Valley is arguably the most creative place on Earth. So what can we as non-fiction program makers learn from their approach to nurturing ideas and imagining a radically different future? Obi Felten leads start-up projects at X (formerly known as Google[x]), the team behind self-driving cars, delivery drones and Internet from balloons. She's responsible for getting "moonshots" from the lab into the real world, or ensuring they fail fast. Jane McGonigal is a games designer, best-selling author and director of Game Research and Development at the Institute for the Future, where her current research focuses on the relationship between creative thinking and the far future. Obi and Jane will share fascinating insights into how to think more creatively, and offer techniques that will lead to more effective and imaginative ways to tell stories.

#### SESSION PRODUCER

**Anna Davies**, Producer, Arrow Media (UK)

#### MODERATOR

**Joseph Maxwell**, Head of Documentaries, SBS (Australia)

#### SPEAKERS

**Obi Felten**, Director & Head of getting moonshots ready for contact with the real world, X Foundry (USA)

**Jane McGonigal**, Director of Game Research and Development, Institute for the Future (USA)

### CLOSE ENCOUNTERS OF THE FUNDING KIND

Close Encounters are small group meetings with commissioning editors and media executives who either commission programs from independent producers outside their own territories or provide significant funding. **All Close Encounters are closed to media.**

**Access will be first come, first served at the door. Limited seating.**

#### SESSION PRODUCER

**Stephanie McArthur**, Industry Programs Manager, Hot Docs (Canada)

**12:30 PM–1:00 PM .....**

### Close Encounters of the Funding Kind: PBS

ROOM: FRANCISCAN A

**12:30 PM–1:00 PM .....**

### Close Encounters of the Funding Kind: Nat Geo WILD

ROOM: FRANCISCAN D

**12:30 PM–2:00 PM .....**

### Lunch

**12:45 PM–1:15 PM .....**

### Close Encounters of the Funding Kind: ARTE

ROOM: FRANCISCAN B

**1:00 PM–2:00 PM .....**

### Micro Meeting: France Télévisions

ROOM: CONTINENTAL 7

France Télévisions is comprised of five channels featuring generalist, national, regional, youth, family, transmedia, factual and overseas programming. They are a public service company and the leading broadcasting group in France. Every day, eight out of 10 viewers tune into their five channels. With satellite, DTT, ADSL, Internet, mobile, VOD, and HDTV, France Télévisions anticipates and adapts to new technologies to meet the expectations and future needs of its viewers. **By invitation only.**

**2:00 PM–3:15 PM .....**

### Working with Creators

ROOM: CONTINENTAL 2

YouTube creators represent a seismic shift in science communication. Not only are they able to engage directly with their audiences, they bring a fresh approach to creating and funding science content. Learn from some of the top science creators who discuss their process of producing and evolving for multiple platforms, and monetizing science content that resonates and educates.

#### SESSION PRODUCER

**Lauren Saks**, Director, PBS Digital Studios, PBS (USA)

**2:00 PM–3:15 PM .....**

## Finding Opportunity in Chaos: The Changing Landscape of Science and Non-Fiction in the USA

ROOM: CONTINENTAL 4

In a land where entire cable networks are disappearing, cord-cutters and cord-nevers are increasing, traditional networks are facing new pressures and digital disruption on all fronts. How are traditional non-fiction networks responding? How do their new strategies (consolidation, budget cuts, premium content) and partnerships impact your business, production and future? On the flip side, there are more content buyers than ever. Who are the key digital disrupters in non-fiction? And how do viewers, networks and producers navigate this hyper-fragmented mess and turn chaos into opportunity?

### SESSION PRODUCERS

**Bridget Hunnicutt**, Founder, Creative Director, Hunni Media (USA)

**Paul Heaney**, CEO, TCB Media Rights (UK)

### SPEAKERS

**John Ford**, General Manager, NPACT (USA)

**Jim Louderback**, CEO, VidCon (USA)

**2:00 PM–3:15 PM .....**

## More Ideas, Better Ideas—A Tactical Workshop

ROOM: CONTINENTAL 7

How do we tap into a continuous flow of fresh topics? Hone in on engaging new angles? Open our mindsets to the new opportunities in content delivery? This workshop has been developed to help you and your teams answer these questions. We will guide you through a fun, practical method of cultivating creativity in order to come up with more ideas and better ideas. By the end of the session, each participant will have at least one fresh new concept to take with them into pitch meetings, and new methodologies for sparking creativity to bring back to their development teams at home.

### SESSION PRODUCER & MODERATOR

**Tiffany Orvet**, Development Consultant, Orvet Stockholm AB (Sweden)

**2:15 PM–2:45 PM .....**

## Close Encounters of the Funding Kind: National Geographic

ROOM: FRANCISCAN D

**2:30 PM – 3:00 PM .....**

## Close Encounters of the Funding Kind: France Télévisions

ROOM: FRANCISCAN A

**3:15 PM–3:45 PM .....**

## Break

**3:45 PM–5:15 PM .....**

## The Ideas Salon: The Biggest Breakthroughs

ROOM: CONTINENTAL 7

We all know that great productions are born from impassioned conversations. Pioneers at the cutting edge of some of the hottest topics in science today will share the latest buzz in their respective fields. You are invited to join them in round-table discussions hosted by the presenters and producers of some of the world's top science programs. Don't miss this unique opportunity to stay ahead of the game. Sparks will fly, thoughts will run wild and the next big productions will be born.

### SESSION PRODUCER

**Maia Krall Fry**, Producer, Windfall Films (UK)

**3:45 PM–4:45 PM .....**

## Walking on Mars with NASA

ROOM: CONTINENTAL 4

Always light years ahead of the curve, NASA has been using immersive storytelling tools for the past decade in order to convert mission data into thrilling shared experiences that are lapped up by their millions of fans on Earth. In this session we will see how the NASA Jet Propulsion Laboratory has been engaging avid audiences with its robotic missions, from the Curiosity rover on Mars to the Juno spacecraft at Jupiter, and beyond, using Web360, VR headsets and augmented reality technologies. Meet the producers behind the projects, see the tools for yourself, learn where to find resources to create your own space VR/AR and 360 videos, and join us in augmented reality as we walk together on the surface of Mars without ever leaving San Francisco.

### SESSION PRODUCER

**Mark Atkin**, Director, Crossover Labs (UK)

### SPEAKER

**Veronica McGregor**, News and Social Media Manager, NASA Jet Propulsion Laboratory (USA)

**3:45 PM–5:30 PM .....**

## New Deals, New Partnerships

ROOM: CONTINENTAL 2

A plethora of new platforms and streaming services is opening up a whole new world of collaboration. Producers and commissioners from traditional and online will share their insights on how to navigate the new opportunities.

### SESSION PRODUCER

**Sarah Chow**, Producer, Sarah Chow Productions (Canada)

## SCHEDULE OF EVENTS

**4:00 PM–5:00 PM .....**

### Speed Dating

ROOM: IMPERIAL BALLROOM

Speed Dating is a great way for independent producers to have a one-on-one chat with decision makers to whom they wouldn't otherwise have easy access. We do some preliminary matchmaking, and then decision makers pre-select projects they find interesting—but they won't know who they came from until their face-to-face meeting. **Pre-registration required.**

**Closed to media.**

SESSION PRODUCER

**Madelaine Russo**, Industry Programmer, Hot Docs (Canada)

**4:45 PM–5:30 PM .....**

### Science on Netflix

ROOM: CONTINENTAL 4

A look at original science programming on the world's leading streaming service.

SESSION PRODUCER & MODERATOR

**Richard Melman**, Managing Director, Spring Films (UK)

SPEAKER

**Jason Spingarn-Koff**, Director, Original Documentary Programming, Netflix (USA)

**6:00 PM .....**

### Editorial Committee On-Site Nominations Close

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**7:00 PM–9:00 PM .....**

### WCSFP 25th Anniversary Celebration

LOCATION: SAN FRANCISCO CITY HALL, 1 DR. CARLTON B GOODLETT PLACE

Join us as we celebrate the 25<sup>th</sup> edition of Congress at the beautiful San Francisco City Hall. Rebuilt after the Great Quake of 1906, this architectural gem designed as a Beaux-Arts monument is the tallest dome in the United States and serves as one of San Francisco's most iconic landmarks.

(For pop culture buffs, the breathtaking rotunda is also famed for hosting the wedding of Marilyn Monroe to Joe DiMaggio!)

## THURSDAY, NOVEMBER 30

**8:30 AM–5:00 PM .....**

### Registration & Information Desk Open

**9:00 AM–10:45 AM .....**

### What's the Buzz?

ROOM: CONTINENTAL 4

It's that time of the year again! What's the Buzz? presents what has been new, surprising and outstanding in the world of science, history and non-fiction media in 2017. From little gems to massive co-productions, great content comes in all shapes, sizes and, yes, platforms. And the good news is that in spite of all the competition from live streaming—from interactive to virtual reality to augmented reality to mixed reality—quality long-form content is alive and well, and much in demand. We will show you some of the most successful, innovative and talked-about projects and productions of the past year. Be prepared for a fun and entertaining session presented by the new MythBusters Brian Louden and Jon Lung.

SESSION PRODUCERS

**Andreas Gutzeit**, Co-President and Chief Creative Executive, Story House Productions (Germany)

**Swantje Oppermann**, Development Manager, Story House Productions (Germany)

SPEAKERS

**Brian Louden**, Co-Host, *MythBusters* (USA)

**Jon Lung**, Co-Host, *MythBusters* (USA)

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**10:00 AM .....**

### Editorial Committee On-Site Voting Opens

Voting to fill 2018 WCSFP Editorial Committee vacancies opens at 10:00 a.m. on Thursday, November 30. A list of candidates will be posted at the Registration and Information Desk, and ballots will be distributed to any attending member who intends to vote.

Voting closes at 11:00 a.m. on Friday, December 1. Results are announced at the Members Plenary.

**10:45 AM–11:15 AM .....**

### Coffee Break

**11:00 AM–5:00 PM .....**

### Innovation Expo & Member Lounge Open

ROOM: CONTINENTAL 5

The Innovation Expo features interactive exhibits, live demos and displays. For booth details and map, please refer to insert.

**11:15 AM–12:30 PM .....**

## A Question of Trust

ROOM: CONTINENTAL 1

They place the stories of their lives in our hands. As documentary filmmakers, we all know the responsibility we hold when we ask our subjects to give us their trust. But in some cases that trust—and the incredible access it allows—comes at a premium. Never more so than when a family allows us inside the harrowing life or death of a son and the decision to donate his organs, or when scientists for the first time let us film the effects of experimental drugs that may backfire and kill. Trust can also be a powerful film subject, the ultimate betrayal being when a town sacrifices its citizens' health for the dollar. Hear from three leaders in our craft as they give in-depth insight into the decades and the dedication it took to produce some of this year's most influential films. Featuring *First in Human* (Discovery), *Poisoned Water* (NOVA, PBS) and *Memento Mori* (ID Productions).

### SESSION PRODUCER & MODERATOR

**Jonica Newby**, Producer/Director, Jenuine Productions (Australia)

### SPEAKERS

**John Hoffman**, Director, *First in Human*, Discovery (USA)

**Llewellyn Smith**, Director/Writer/Producer, BlueSpark Collaborative LLC (USA)

**Niobe Thompson**, Science Host and Filmmaker (Canada)

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**11:15 AM–11:45 AM .....**

## Close Encounters of the Funding Kind: CuriosityStream

ROOM: FRANCISCAN A

See Close Encounters of the Funding Kind session description on Wednesday, November 29, at 12:30 p.m. (page 28). **Access will be first come, first served at the door. Closed to media.**

**11:15 AM–12:30 PM .....**

## Unnatural History

ROOM: CONTINENTAL 4

We are living in the age of the Anthropocene. Every day, we see reports of plastic pollution in the oceans, entire habitats and ecosystems destroyed, seriously depleted fish stocks and wildlife populations decimated to critically endangered levels. Rarely are these stories included in natural history programs on television. In the context of what scientists are calling the sixth mass extinction, are natural history programs becoming increasingly Disneyesque—showing the world as we wish it to be, and not as it actually is?

### SESSION PRODUCER

**Clare Handford**, Executive Producer, Handy Films Ltd. (UK)

### MODERATOR

**Clare Birks**, CEO, Oxford Scientific Films (UK)

### SPEAKERS

**Paul R. Ehrlich**, Emeritus Professor, Bing Professor, President of the Center for Conservation Biology, Stanford University (USA)

**Karina Holden**, Head of Factual, Northern Pictures (Australia)

**Beth Hoppe**, Chief Programming Executive and General Manager, General Audience Programming, PBS (USA)

**Tom McDonald**, Head of Commissioning, Natural History and Specialist Factual, BBC (UK)

**Jeff Orlowski**, Founder and Filmmaker, Exposure Labs (USA)

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**11:15 AM–12:30 PM .....**

## VR or PR

ROOM: CONTINENTAL 2

Translating the acronyms and debunking the myths, this session will take a reality check and expose the genuine opportunities the VR sector has to offer science content producers.

### SESSION PRODUCER

**Kirstie McLure**, Co-Pro Consultant, Freelance (UK)

**11:30 AM–12:00 PM .....**

## Close Encounters of the Funding Kind: ZDF

ROOM: FRANCISCAN D

**12:30 PM–2:00 PM .....**

## Lunch

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**12:30 PM–1:00 PM .....**

## Close Encounters of the Funding Kind: NHK

ROOM: FRANCISCAN A

**12:30 PM–1:00 PM .....**

## Close Encounters of the Funding Kind: Discovery

ROOM: FRANCISCAN B

## SCHEDULE OF EVENTS

**1:00 PM–2:00 PM .....**

**Micro Meeting: Impact Storytelling: Vulcan Productions**

ROOM: CONTINENTAL 7

Imagery is powerful, and stories can change the world. From ground-up development to co-producing and amplifying films in production, this session will explain how Vulcan Productions works with producers and directors to create catalytic projects. Learn more about Vulcan's development process, outreach and impact work, and view current content, with plenty of time for questions and discussion. **Open to all members.**

**12:45 PM–1:15 PM .....**

**Close Encounters of the Funding Kind: Science Channel**

ROOM: FRANCISCAN D

**2:00 PM–2:30 PM .....**

**Close Encounters of the Funding Kind: SBS**

ROOM: FRANCISCAN A

**2:00 PM–3:15 PM .....**

**Platform Intentional Programming: The Secret Sauce of Digital?**

ROOM: CONTINENTAL 1

More than ever, social platforms are dictating not just how content is distributed, but how that content gets produced in the first place. Whether you're a broadcaster or independent producer, platform-intentional content is a necessity in today's digital landscape. How do you decide which platform is right for you? How do adapt your content to make it resonate with those audiences? We'll answer those questions and more.

SESSION PRODUCER

**James Williams**, Digital Video Strategist, JW Digital Strategies (USA)

**2:00 PM–3:15 PM .....**

**The Drive for Live: The Opportunities and Pitfalls of Going Live with the August Eclipse**

ROOM: CONTINENTAL 4

Live TV is all the rage, and this year Live Science is having its moment. We explore the opportunities (and the pitfalls) through an in-depth case study of the August Eclipse, probably the most spectated event in human history, as broadcast by Science Channel, NOVA and NHK, with everyone from producers on the ground to heads of channels, as well as exploring other live science events this year and where we can go from here.

SESSION PRODUCER

**Thomas Viner**, Creative Director, Pioneer Productions (UK)

MODERATOR

**David Dugan**, CEO, Windfall Films (UK)

Sponsored by:



**2:00 PM–3:15 PM .....**

**It Ain't What You Do (It's the Way That You Do It)**

ROOM: CONTINENTAL 2

Discover how different media can provide different opportunities to bring confronting subjects to an audience. This session looks at acclaimed approaches to mental health storytelling, using gaming, drama, reality and documentary lenses.

SESSION PRODUCER

**Judy Rymer**, Producer/Director, Rymer Childs (Australia)

MODERATOR

**Richard Bradley**, Managing Director, Lion Television (UK)

SPEAKERS

**Tameem Antoniades**, Co-Founder & Chief Creative Ninja, Ninja Theory (UK)

**Steve Crabtree**, Editor, *Horizon*, BBC (UK)

**Paul Fletcher**, Bernard Wolfe Professor of Health Neuroscience, University of Cambridge (UK)

**Jonathan Murray**, Founder, Bunim/Murray Productions (USA)

**Suzie Philpott**, Director, Academic Program, Elysium Bandini Studios (USA)

Sponsored by:



**2:15 PM–2:45 PM .....**

**Close Encounters of the Funding Kind: NOVA**

ROOM: FRANCISCAN D

**3:15 PM–3:30 PM .....**

**Break**

**3:30 PM–4:30 PM .....**

**Speed Dating**

ROOM: IMPERIAL BALLROOM

Speed Dating is a great way for independent producers to have a one-on-one chat with decision makers to whom they wouldn't otherwise have easy access. We do some preliminary matchmaking, and then decision makers pre-select projects they find interesting—but they won't know who they came from until their face-to-face meeting. **Pre-registration required.**

**Closed to media.**

SESSION PRODUCER

**Madelaine Russo**, Industry Programmer, Hot Docs (Canada)

**3:30 PM–4:30 PM .....**

## Anything You Can Do, AI Can Do Better

ROOM: CONTINENTAL 4

AI has made inroads into every aspect of our lives, but can it really make a dent in creative industries like broadcasting? From AI composers and editors to scheduling by algorithm, this session will catapult us into a future that's already here.

### SESSION PRODUCERS

**Jasper James**, CEO & Founder, Screen Glue Ltd (UK)

**Shaminder Nahal**, Commissioning Executive, Topical Specialist Factual, Channel 4 (UK)

### MODERATOR

**Ana Matronic**, Presenter, *Disco Devotion*, BBC Radio 2 (UK)

### SPEAKERS

**Mathews Thomas**, Executive IT Architect, IBM (USA)

**Sharath Prasad**, IT Specialist, IBM (USA)

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**3:30 PM–4:30 PM .....**

## The Power of Gaming

ROOM: CONTINENTAL 1

Games aren't just for fun. They are a powerful form of interactive storytelling and knowledge dissemination. As games become more accessible to wider audience, so do the forms and purposes they take. Hear from top game designers on how games can be used to elevate popular discourse and to educate.

### SESSION PRODUCER

**Merit Jensen Carr**, Executive Producer, Merit Motion Pictures (Canada)

**3:30 PM–4:30 PM .....**

## A View from the Bridge—Presenting American History Where Race is at the Heart of the Story

ROOM: CONTINENTAL 2

Four years ago this month, Tabitha Jackson crossed the pond from London, where she was a commissioning editor at Channel 4, to take up the position as director of the Documentary Film Program at Sundance Institute. Tabitha has a unique perspective on the challenges of telling stories about American history where race is at the heart of the conversation. Through her choice of documentaries, we explore a timely challenge for all content creators: "What if the world we think we know is only a tiny, myopic fraction of it?... We imagine that wanting to be inclusive and cosmopolitan makes us so, but...if there is no space for the visions of the most talented among us no matter where they come from...what possible future can we really have but the most ordinary?" (Charles King, Hollywood agent and producer).

### SESSION PRODUCER

**Margie Bryant**, Managing Director, Serendipity Productions (Australia)

### SPEAKER

**Tabitha Jackson**, Director, Documentary Film Program, Sundance Institute (USA)

**4:30 PM–5:30 PM .....**

## In Conversation with Mark Thompson

ROOM: CONTINENTAL 4

The New York Times Company CEO and president Mark Thompson discusses the challenges the digital world presents to the media, the strategy he has put in place at *The New York Times* and how to stay ahead in the era of fake news.

### SESSION PRODUCER

**Dinah Lord**, Managing Director, Caravan (UK)

### MODERATOR

**Sara Ramsden**, Creative Director, Love Productions (UK)

### SPEAKER

**Mark Thompson**, President and CEO, The New York Times Company (USA)

Sponsored by:



**9:30–Late .....**

## Congress Karaoke: American Bandstand

ROOM: CONTINENTAL 5

Join us for the dance party that has become quintessential to Congress. Unwind, get down and get ready to sing and groove to the best tunes at American Bandstand—Congress style. Cue: *Bandstand Boogie*.

## FRIDAY, DECEMBER 1

**8:00 AM–4:00 PM .....**

## Member Lounge Open

ROOM: CONTINENTAL 5

**8:30 AM–4:00 PM .....**

## Registration & Information Desk Open

## SCHEDULE OF EVENTS

**9:30 AM–11:00 AM .....**

### How to Change the World and Get Paid Doing It

ROOM: CONTINENTAL 4

It's time to shatter the illusion that if you want to produce content that will change the world, you need to take a pay cut. More and more opportunities are arising for producers to work on projects that can educate and drive change—as foundations, companies and not-for-profit organizations realize how powerful film can be to draw attention to big subjects such as health, climate change and education. From feature documentaries with a cinema release which are then acquired by channels like Netflix and Amazon, to powerful short campaign films going viral on social media, we meet the filmmakers and the organizations who are leading lights in the impact production world.

SESSION PRODUCER

**Nicky Huggett**, Head of Development, Sundog Pictures (UK)

**9:30 AM–10:45 AM .....**

### The Future of Fake News & Factual Fight-Back

ROOM: CONTINENTAL 2

We are all rightly scared about fake news and how it can spread through social platforms. But the scariest is yet to come. New technology is being developed that will allow us to literally put words in people's mouths and expressions on their faces, allowing us to rewrite history and create fiction from fact. It can liberate producers, enabling them to get presenters to speak face-to-camera in any language in perfect sync, or to raise Einstein from the dead and allow him to talk to us. But in the wrong hands it could make presidents say, literally, anything, with potentially world-altering consequences. Hao Li, the developer of this technology, will show us what it can do. And then it's up to you to debate the consequences of living in a world where we can no longer distinguish between fact and fiction.

Meanwhile, meet some of the people who are rewriting the rules of factual storytelling in the era of fakery. Nonny de la Peña is the pioneer of a growing movement referred to as Immersive Journalism. She uses the power of virtual reality to place you as a witness on scene at an event that you experience for yourself. Gabo Arora is the director and producer of *The Last Goodbye*, a VR documentary that takes you to the Majdanek concentration camp in the company of a Holocaust survivor. Both are starting to rewrite the rules of factual storytelling in the era of fakery.

SESSION PRODUCER

**Mark Atkin**, Director, Crossover Labs (UK)

SPEAKERS

**Gabo Arora**, Founder & Creative Director, LightShed (USA)

**Nonny de La Peña**, Founder & CEO, Emblematic Group (USA)

**Hao Li**, CEO, Pinscreen; Assistant Professor & Director of USC Institute for Creative Technologies, University of Southern California (USA)

**10:00 AM–10:30 AM .....**

### Close Encounters of the Funding Kind: A&E

ROOM: FRANCISCAN D

See Close Encounters of the Funding Kind session description on Wednesday, November 29, at 12:30 p.m. (page 28). **Access will be first come, first served at the door. Closed to media.**

**10:45 AM–11:15 AM .....**

### Coffee Break

**11:00 AM .....**

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**11:15 AM–11:45 AM .....**

### Close Encounters of the Funding Kind: Smithsonian

ROOM: FRANCISCAN A

**11:15 AM–12:30 PM .....**

### How to Change the World and Get Paid for It—Continued

ROOM: CONTINENTAL 7

Come and meet the decision makers of the impact filmmaking and production world in person. Our panelists will be available to answer any questions at this informal meet-and-greet session. Joining them will be other leading lights from this world, who are keen to hear your ideas, give advice and help delegates make the first steps towards producing some world-changing content.

SESSION PRODUCER

**Nicky Huggett**, Head of Development, Sundog Pictures (UK)

**11:15 AM–12:30 PM .....**

### Dragons' Den: Who Will Be Content King in 2022?

ROOM: CONTINENTAL 4

Five of the most innovative producers in the world lay open their business models to you, our Congress Dragons. Each of them believes they have a strategy to make them one of the world's top 10 richest content producers by 2022. But to succeed they need the audience to "invest" in their model and choose to back them. You'll be able to ask them anything you want; if they want to win your backing, they'll have to share their secrets.

SESSION PRODUCER

**Emma Parkins**, Producer, Alleycats TV (UK)

**11:15 AM–12:30 PM .....**

## Hollywood: Bringing Science to Fiction

ROOM: CONTINENTAL 2

How do movies use science to reach entertainment-hungry audiences? Get behind the scenes of films such as *Guardians of the Galaxy*, *Dark River*, *Hidden Figures* and *Journeyman*, movies with science at the heart of the creative process. Hollywood screenwriters and their collaborating scientists discuss the role of science in inspiring storytelling, the limits of poetic licence and the portrayal of science on screen. Hear insights into working with the movie industry, from organizations which connect scientists with feature film creatives. **Closed to media.**

### SESSION PRODUCER & MODERATOR

**Lucy McDowell**, Factual Development Executive, Wellcome (UK)

**11:30 AM–12:00 PM .....**

## Close Encounters of the Funding Kind: Discovery Canada

ROOM: FRANCISCAN D

**12:30 PM–1:00 PM .....**

## Close Encounters of the Funding Kind: Channel 4

ROOM: FRANCISCAN A

**12:30 PM–2:00 PM .....**

## Lunch

**2:00 PM–3:15 PM .....**

## Will Silicon Valley Save the World?

ROOM: CONTINENTAL 4

Five of the six most valuable companies on the planet are high-tech firms. Without pausing to consider the cost, the world has rushed to embrace the products and services of Silicon Valley. We shop with Amazon, socialize on Facebook, turn to Apple for entertainment and rely on Google for information. Their wealth stems from their control of the inescapable digital infrastructure on which much of the rest of the economy depends—mobile phones, social networks, the web, the cloud, retail and logistics, artificial intelligence, and the data and computing power required for future breakthroughs. Disruptive technologies are reshaping our economic, social and political landscapes; the power to determine our futures is in the hands of an unelected few. Can Silicon Valley make the world a better place or is the concentrated wealth and power of its tech companies a threat to our society?

### SESSION PRODUCER

**Erin Mary Griffin**, Director/Producer, Human Capacity (USA)

### SESSION CO-PRODUCER

**Christoph Jorg**, Founder/Producer/Director, Pumpernickel Films (France)

### MODERATOR

**Stephen Hunter**, Managing Director, Shunter Media (USA)

### SPEAKERS

**Tim O'Reilly**, Founder & CEO, O'Reilly Media (USA)

**Quentin Hardy**, Head of Editorial, Google Cloud (USA)

**Dylan Hendricks**, Program Director, Ten-Year Forecast, Institute of the Future (USA)

**Leslie Berlin**, Project Historian, Silicon Valley Archives, Stanford University (USA)

**Hannah Kuchler**, San Francisco Correspondent, *Financial Times* (USA)

**Arend Hintze**, Dr. rer. nat., Michigan State University (USA)

**2:00 PM–3:00 PM .....**

## Like, Follow, Share: Audience Engagement Strategies

ROOM: CONTINENTAL 2

Digital platforms and technologies provide a great opportunity for content producers to connect with audiences and build more meaningful properties. Hear from an assortment of interesting case studies of how digital audience building has shaped content projects from the earliest stages of development to the latest. Refine your audience-building strategies to create more compelling and impactful content.

### SESSION PRODUCER

**Madeleine Hetherton**, Producer/Director, Mediastockade (Australia)

**3:15 PM–4:15 PM .....**

## Fake News Quiz

ROOM: CONTINENTAL 4

Attention, crème de la crème of the world's factual production community! Join Congress's bravest, wittiest and most eminent panelists and try to sort truth from "alternative facts." You might think you can sniff out fake news cunningly crafted to sway the ill-informed and gullible. But you might not be feeling so smug after testing yourself, as Congress comes to a hilarious/sobering close with its very first Fake News Quiz. Then join in round two, the blame game. Is it all Trump's fault? Or should the much maligned mainstream media, Silicon Valley's profit-driven algorithms, the education system, the Russians or narcissistic and shallow individualism shoulder the responsibility for the mess we're in? And finally commit yourself to the fight back! A century ago, in 1917, just a few hundred Bolsheviks brought on the Russian Revolution. So why shouldn't a few hundred members at Congress 2017 re-dedicate themselves to integrity and truth and Make the World Great Again!

### SESSION PRODUCER

**Archie Baron**, Creative Director, Wingspan Productions (UK)

**Cat Gale**, Producer/Director, Outline Productions (UK)

**4:15 PM–5:00 PM .....**

## WCSFP Members Plenary

ROOM: CONTINENTAL 4

Members are invited to join the WCSFP Board of Directors and the newly formed 2018 Editorial Committee for a special farewell to the 2017 Congress as we pass the torch to the 2018 WCSFP in Brisbane, Australia. Editorial Committee election results will be announced at the beginning of this session.